Port Meeting Minutes 7/22/11

In attendance: Erin, Susan, Jonathan, Jeff, Sarah, Jenny, Kati, Barbara, Lisa

The goal of the activity is to build out a timeline.

Susan mentioned several key points to consider while doing the activity:

1. Upon reviewing the timelines from last meeting it seemed that we might have planned to accomplish too much in the final year (2013-2014). Instead we should have all planning finished one year in advance so that the 2013-2014 year can be spent editing, testing, and making final alterations. We have to remember that this is a one-time thing! There are no do-overs so the more time to perfect things, the better.
2. Funding was generally not included in the preliminary timelines. When developing a budget for funding we need to be sure to include staffing and supplies.
3. Need to build in flexibility to allow for unexpected circumstances like weather. Ultimately all programs need to be planned with the idea that the ship is not absolutely necessary to making the program work or understandable.
4. The matrices have not been forgotten! After the preliminary program ideas have been chosen we will combine all three matrices into one that helps us to make final decisions.
5. Finally, we need to have a place holder in the planning that allows a place for whatever is new and relevant in 2014 (like google+). We will not be able to determine the latest trends until 2014 so we will need to lock down as many factors as possible while leaving this area unanswered.

The group then placed post-its on the schedule for three-month intervals to create a timeline for 2011-2014. This is an overview of the work that was done:

**July-September 2011 (Current)**

|  |  |
| --- | --- |
| Wishes for the Whales/ Participatory Art | * Internal team identified * Concept clearly defined with outcomes * Partners identified: NOAA, Schools, Media * Determined: artist / in house * Research other similar projects |
| 38/38 School Program | * Potentially include 38/38 in NEH Digital startup grant due September 27 |
| Original Theatre Piece | * Identify scope/ goals of theatre piece * Create prospectus for RFP $ |
| Rat Twitter/ Media | * November Week * Schedule meeting about MS Website- Morgan, Voyage, OLC components * Think-tank for OLC Website |

**October- December 2011**

|  |  |
| --- | --- |
| Wishes for the Whales/ Participatory Art | * Artist funding sought |
| 38/38 School Program | * Form & Convene advisory group (teachers & students) to discuss 38/38 contest and criteria |
| Original Theatre Piece | * Secure planning $ |
| Scavenger Hunt/ Geocache | * Consult with avid geocachers to determine interest * Research other scavenger/ geocache city success stories |

**January-March 2012 \*Budget & High Level Prospectus for Funding, Go/ No-Go on Projects, Timelines locked down**

|  |  |
| --- | --- |
| Wishes for the Whales/ Participatory Art | * Artist RFP or Invitational |
| 38/38 School Program | * Advisory group focus on contest criteria again |
| Original Theatre Piece | * Identify scrip writer & key participants * Create funding prospectus for implementation |
| Scavenger Hunt/ Geocache | * Try them out in other cities- what works for me and my family? ??? |
| Exhibit | * Fundraising * Goals |

**April- June 2012**

|  |  |
| --- | --- |
| 38/38 School Program | * Announce contest |
| Original Theatre Piece | * Securing funding for implementation |
| Rat Twitter/ Media | * Name rat * Illustration of rat * Find writers for rat |
| Scavenger Hunt/ Geocache | * Develop relationships with local historians and businesses in each port * Determine what form the Geocache will be in- boxes/QR codes? |

**July-September 2012**

|  |  |
| --- | --- |
| Wishes for the Whales/ Participatory Art | * Project funding sought * Artist Chosen * Methods & Vision of Artist * Compelling Language * How to collect wishes- words, images, music? * How to disperse messages- Ustream? |
| 38/38 School Program | * Publicize contest & cultivate potential contestants |
| Original Theatre Piece | * Research & development |
| Scavenger Hunt/ Geocache | * Site visits * Map out the Routes |

**October- December 2012**

|  |  |
| --- | --- |
| 38/38 School Program | * Continue to publicize contest & encourage contestants * Teachers/ Classrooms continue to develop “test portals”/ plans for contest submission * Build pages and frameworks within OLC site |
| Original Theatre Piece | * 1st draft due with read through * Begin work with exhibits and costume shop |
| Scavenger Hunt/ Geocache | * With local partner meet with business on the routes- fieldtrips! |
| Stowaway | * Decide who is on committee * Articulate goals and vision * Possible partners * Technology sponsor? |

**January- March 2013**

|  |  |
| --- | --- |
| 38/38 School Program | * Teachers/ classrooms continue to develop “test portal” for contest submission * Panel selected & convened to choose 38 schools * Build pages & frameworks within OLC site |
| Original Theatre Piece | * Auditions/ casting |
| Scavenger Hunt/ Geocache | * Text for informational tidbits & clues |
| Exhibit | * Content Development |
| Stowaway | * Write job description |

**April -June 2013**

|  |  |
| --- | --- |
| 38/38 School Program | * Contestant submission due by June 2013 * Build pages & Frameworks within OLC site |
| Original Theatre Piece | * 1st final draft due * 1st cast props costumes in place |
| Scavenger Hunt/ Geocache | * Develop websites pages/ QR codes |
| Exhibit | * Concept Design |
| Stowaway | * Identify places for job/ contestant posting * One pager developed for promotion |

**July-Sept 2013**

|  |  |
| --- | --- |
| 38/38 School Program | * Contest winners chosen & announced |
| Original Theatre Piece | * 1st cast performance ready |
| Scavenger Hunt/ Geocache | * Try out routes for glitches |
| Exhibit | * Select concept prototyping |
| Stowaway | * Post contest * Collection applications * Promotion begins summer 2013 |
| Rat/ Twitter | * Rat twitter character established- get followers/ develop following |

**October- December 2013**

|  |  |
| --- | --- |
| Wish for the Whales/ Participatory Art | * Promote * Start collecting wishes * Begin to archive copies of wishes |
| 38/38 School Program | * Contestants build portals |
| Original Theatre Piece | * Workshop/ outreach * Assess script, casting, props and costumes |
| Scavenger Hunt/ Geocache | * Routes tested/ technology tested |
| Exhibit | * Design development construction |
| Stowaway | * 1st round contestant review * Narrow contestants for 2nd round * 2nd round contestant review |

**January- March 2014**

|  |  |
| --- | --- |
| 38/38 School Program | * Contestants continue to build portals * Select panel to choose the one winner |
| Original Theatre Piece | * Make revisions as needed |
| Scavenger Hunt/ Geocache | * Place QR stickers * Continue to build relationships with businesses on route |
| Exhibit | * Fabrication |
| Stowaway | * Narrow to 3rd round or finalists chosen |

**April- June 2014**

|  |  |
| --- | --- |
| Stowaway | * Stowaway arrives & gets familiar with ship * Major promotion |
| 38/38 School Program | * Contestants continue to build portals * Winner selected & announced |
| Original Theatre Piece | * Final voyage prep/ rehearsal |
| Scavenger Hunt/ Geocache | * Launch webpage for geocache |

**July- September \*Voyage!**

|  |  |
| --- | --- |
| Wishes for the Whales/ Participatory Art | * Start collecting wishes during voyage * Wishes distributed on Stellwagen |
| 38/38 School Program | * Teacher & 2 Students sail on CWM * Winners broadcast from CWM |
| Stowaway | * Fit out ship for stowaway |

While reviewing the timeline it became apparent that an overarching web meeting needs to be setup with representatives from the OLC, Port Program, Media/ Web department, Mike, Adams&Knight, and Marcy.